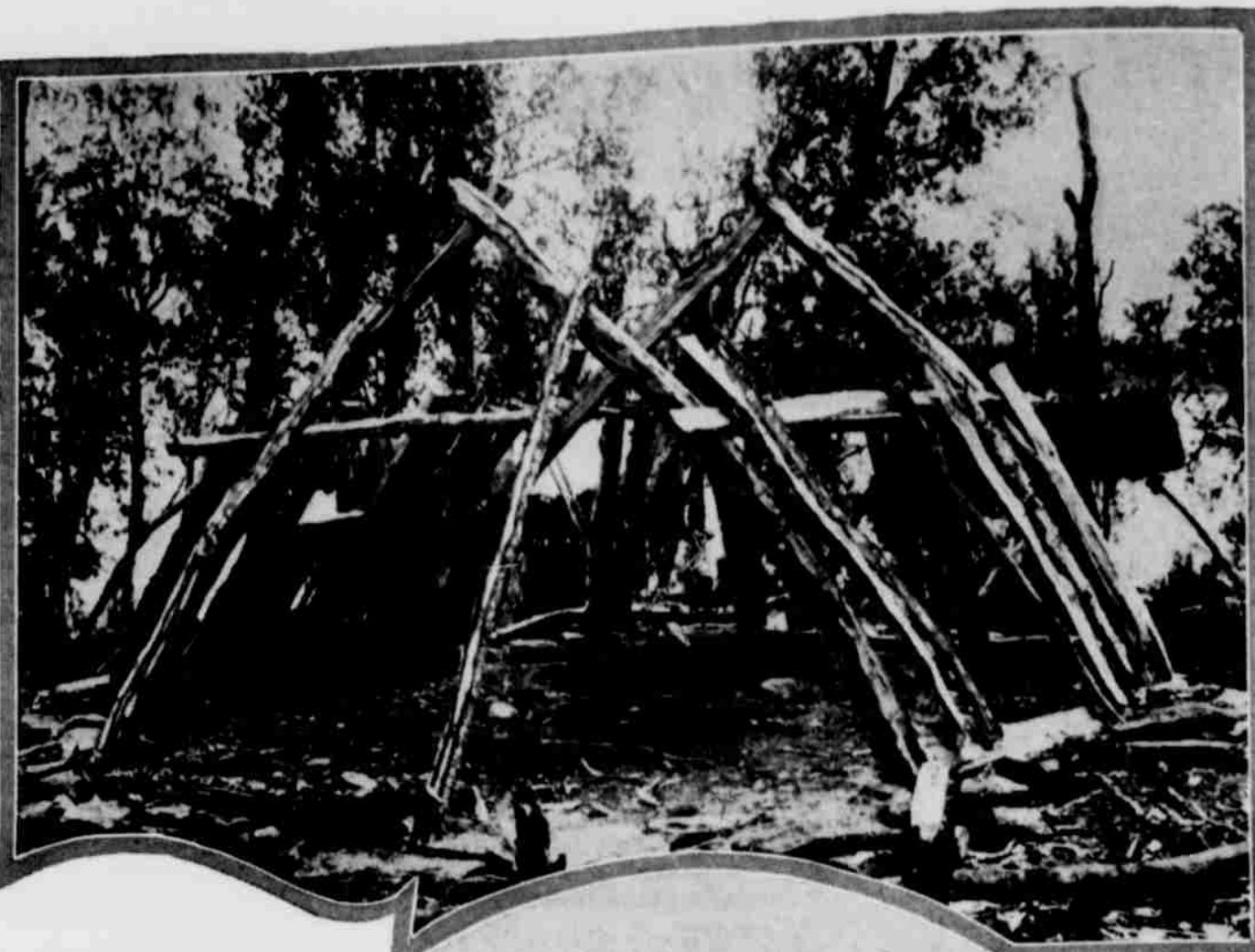


The Lapps are to Norway what the Indians are to America, a rude, aboriginal race. "Lapp" means "nomad"; they call themselves Samelats. Lapp women carry their babes like American squaws.

Severe winter nine months a year forces heavy house construction. This is the framework of a winter house, made of birchtree, one door, hole in roof, no window. In summer the Lapps roam and live in tents.



## Lapland

The Home of the Lapp  
and Reindeer

(C) Int. F. S.

The wealth of the Lapps is in herds of reindeer which subsist on moss lichen which grows beneath the snow. Poor, 25 reindeer. Well-to-do, 300. Rich, 1,000. Billionaire, 2,000.

Lapland is not a political division. It penetrates Norway, Sweden, Russia. Contains 150,000 square miles. Lapp population, 30,000. No towns. Read the Bible. Make best of their resources.



### Some "Don't Tells" of Commerce

THE hoarding of trade secrets and formulas forms one of the most interesting chapters in the history of commerce. Even governments have been the guardians of secrets, which have been held against the prying analysis of competitors. The Chinese Government, for example, is the owner of a process of making vermilion red, considered by many experts the most beautiful of reds. No one has ever been able to make a like vermilion.

The Turkish Government possesses a trade secret, regarding a process of inlaying precious metals in hardest steel. The work is done perfectly and defies all attempts to reproduce it.

One of the most famous trade secrets is the formula for making Bank of England notes—the family possession of the Portals, of Lavenstroke, to whom it has brought a large fortune.

The brilliant red cloth of the cardinals' robes at the Vatican has been manufactured for generations by the same firm of merchants at Burstcheid, near Aix-la-Chapelle. Eau de Cologne, originated by Giovanni Farina, was a secret formula at first; while the monks of La Grande Chartreuse carried the secret of that famous cordial with them when they were expelled from France.

### Business Overcomes Hatred

ONE cannot help but recall the remarks made during the heat of war, especially in Great Britain, as to the refusal of British merchants to trade after the war with the German people, after reading a report recently made to the Department of Commerce by Henry F. Grady, U. S. Trade Commissioner at London. In this statement Mr. Grady says that "since its inception five months ago, the British Chamber of Commerce established in Cologne is reported to have developed rapidly. It now has a very large membership, representing a capital investment of over \$1,500,000,000 and industries which employ 3,000,000 workers in the United Kingdom. These members comprise firms whose names are household words in England, such as Lipton, Wills, and Nestle, and goods to the value of \$50,000,000 are said to be in Cologne at present belonging to the members of the Chamber of Commerce there ready for sale to Germany. The object for which the chamber was established in Cologne was to take up and deal with purely commercial matters and to arrange for the easier handling of business, which was then in a disorganized state owing to the difficulties arising from the transition from war to peace."

### How to Write a Movie Play

Pick out a good garden with shrubbery and flowers. Put an attractive girl in the garden. It must be a windy day and the wind must blow her hair about her face.

Have a young man emerge from the shrubbery and clasp her in his arms.

Have her father come out and drive him away.

Have the young man come back by moonlight. Just write here: "Blue tinted film to represent night."

Have young man and girl elope.

Have father chase them in another auto.

Have them ride miles and miles, pursued by irate father.

Have them stop at a parson's and be married.

Do not bother with marriage license. They are never used in movies.

Have father overtake them as they come out man and wife.

Have father forgive them and they all go back home.

Now go over your scenario and eliminate any shred of a plot.

Send it away and give the scenario editor time enough to have a staff member crib the good scenes and ideas and make a movie from them.

The scenario editor will return it to you.